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Inside Information

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INSIDE INFORMATION is published for distribution to public affairs and information staff members of the U.S. Department of Agriculture, its agencies, State Departments of Agriculture and Land Grant Universities. Individual items are sent electronically throughout the month to offices on the agricultural information network. These items are then printed at the end of the month for distribution to all offices, including those which do not have access to electronic mail. Any items, comments or inquiries should be sent to Denver Browning, Editor, Information Technology Management Staff, Office of Public Affairs, Room 536-A, U.S. Department of Agriculture, Washington, DC 20250, or send to Browning's FTS2000 (AT&T) mailbox !A13DBROWNING, or call at 202-720-2058. Communicators with USDA Agencies, Land Grant Universities and State Departments of Agriculture are encouraged to submit items to the editor for inclusion in both the electronic and printed versions.

EDITOR'S NOTE: Although timely in the electronic version, some job announcements may reach you too late in hard copy due to the shortness of deadlines. Our policy is to include all electronic items in the end-of-month hard copy.

FARM BUREAU'S COMIC BOOK HIGHLIGHTS AGRICULTURE'S POSITIVE ROLE

The American Farm Bureau Federation (AFBF) has developed an educational comic book, "Visit to a Green Planet," that helps teach children about the positive contributions agriculture makes toward the environment.

The comic book, aimed at students in grades 3-6, is factual and positive in its portrayal of American agriculture," said Carol Davis, coordinator of AFBF's Agriculture in the Classroom program.

In "Visit to a Green Planet," a robot-like character from another planet accompanies some students as they look at agriculture for a school science project. Together, they discover the positive things farmers in this country do for the environment while producing the safest, most abundant food supply in the world.

"Many of today's school-age youth haven't had any farm experience. In fact, most may not have ever been on a farm," said Davis.

"It will do them good to get this sort of positive glimpse at where their food comes from and how each American farmer, on the average, produces enough food for his own family and 128 other people in this country and around the world," she said.

To order "Visit to a Green Planet," contact AFBF at 225 Touhy Avenue, Park Ridge, IL 60068, or call 312-399-5864. Individual copies cost 30 cents, and bulk rates are available.

**CORRECTION**

In the April 1992 issue of INSIDE INFORMATION, the price for a newly released Washington State Cooperative Extension VHS video was incorrectly listed at \$15. VT0026, "Organizing Rural Household Hazardous Waste Collections," is available at a cost of \$25.

Contact: Darrell Kilgore at 509-335-9221 for more information.

**U.S. DEPARTMENT OF COMMERCE PUBLISHES NEW EXPORT PROGRAMS GUIDE**

When you read those favorable balance of agricultural trade figures in your newspapers, remember, a lot of effort -- federal, state and especially private industry -- goes into making them happen.

A chief promoter of agricultural trade is USDA, through trade leads and other worldwide supply and demand information available on its Computerized Information Delivery (CID) Service and through other sources. Trade leads are requests from people overseas to purchase various U.S. agricultural products.

Many agencies and activities USDA provides are highlighted in a May 1992 business directory, just out, describing U.S. government resources designed to help U.S. exporters ship more agricultural products abroad. Published by the U.S. Department of Commerce, the 68-page, 4x9-inch booklet contains a forward by Commerce Secretary Barbara H. Franklin, in which she says "exports have become the engine of growth for the domestic economy."

Exporters can get copies of the booklet -- which lists more than 100 resources -- by contacting the Trade Information Center, which claims to be a "one-stop" information center for U.S. companies seeking information on federal programs and activities that support U.S. exports, including information on overseas markets and industry trends. They also provide a calendar of U.S. government-sponsored domestic and overseas trade events.

The center's nationwide tollfree telephone number is 1-800-USA-TRADE. A TDD line, 1-800-833-8723, is available for hearing impaired.

While USDA's activities listed in the publication are only part of the U.S. government's total efforts to sell U.S. products abroad, they are an important part. Among USDA resources listed, in addition to the CID Service (202-720-5505) are:

- the overseas agricultural trade offices of the Foreign Agricultural Service, which provide libraries, conference rooms, office space and kitchens for preparing product samples (202-720-9509).

- the FAS Trade Assistance and Planning Office, a single contact point for ag exporters seeking foreign market information and counseling for firms that feel they've been injured by unfair trade practices (703-305-2771).
 - Agricultural Research Service provides consultation on shipping, storage, insect control, pesticide residues and market disorders (301-504-5605).
 - the Agricultural Cooperative Service researches export opportunities for U.S. farmer cooperatives and advises them on export strategies (202-690-1428).
 - the Agricultural Trade and Marketing Information Center at the National Agricultural Library helps locate relevant material from its trade and marketing information and provides copies of research and data from its Agricola database (301-504-5704).
 - FAS provides "country market profiles," country-specific 2- to 3-page descriptions of overseas markets for high value agricultural products (202-720-1727).
 - FAS offers "AgExport Connections," a kit that helps put exporters in touch quickly and directly with foreign importers. The kit can include trade leads; "Buyer Alert," a weekly overseas newsletter that can introduce U.S. exporters' products to foreign buyers at no charge; foreign buyer lists exporters can use to match their products with prospective buyers around the world; and U.S. supplier lists, that can tell exporters where to get the goods a given buyer overseas wants (202-690-4374).
 - Economic Research Service staff offer economic data, models and research information on agricultural economics and policies of foreign countries (202-219-0700).
- "Export Programs: A Business Directory of U.S. Government Resources," lists many other resources available from USDA and the federal government.



FOUR FROM USDA'S OPA HONORED AT 46TH ANNUAL HONOR AWARDS CEREMONY

Four individuals from USDA's Office of Public Affairs (OPA) were among the 114 individual employees, teams, and groups honored at the 46th Annual Honor Awards Ceremony held on June 10.

Charles B. Hobbs, a public affairs specialist with USDA's News Division, and Diane H. O'Connor, deputy chief of the division, each received an award for Distinguished Service -- the highest award given. They were honored for innovative use of technology to disseminate public information to news media by a method that reaches new levels of timeliness, efficiency, and cost effectiveness.

Representing OPA on the Africanized Honey Bee Technical Working Group Action Team, for interagency development of proactive management and public information to deal with the natural migration of the first Africanized honey bees into the United States, were Eric Ruff, director of the Office of Media Relations and Phil Villa-Lobos, Hispanic media liaison.



NAGC NOW OFFERING TWO GOVERNMENT COMMUNICATIONS SCHOLARSHIPS

The National Association of Government Communicators (NAGC) is now offering two \$1,000 scholarships for those training to enter the government communications field.

The "Thomas Paine Scholarship of the National Association of Government Communicators" is targeted for college sophomores or above majoring in communications (public relations, marketing, graphic arts, journalism, public affairs, etc.). There is no income restriction. Some preference will be given to families of NAGC members. Applicants must send a letter stating the intention to pursue a career in public sector communications. In addition, the applicant must write a 500-word essay on "What Must Government Do To Improve Its Image?"

The second award, the "Thomas Jefferson Scholarship of the National Association of Government Communicators," is for NAGC members. Members must not make more than \$35,000 a year to qualify for this scholarship.

Those wishing to apply can obtain application forms and additional criteria by sending a self-addressed stamped envelope and letter to NAGC Scholarship Office, 669 South Washington Street, Alexandria, VA 22314, or call 703-519-3902.

Applications must be submitted by June 30. Winners will be announced by August 31. The essay topic will change each year. Call 703-519-3902 for current topic if the deadline above has passed.



OHIO STATE UNIVERSITY WILL AIR SUMMER EDITION OF AGRITRENDS

On Thursday, July 16, Ohio State University will air "AgriTrends Economic Facts & Forecasts," at 8:00 p.m. ET on Satellite TV (C-band: Spacenet 1, Channel 9. PBS: Schedule D). Test pattern will be at 7:45 p.m.

The summer edition of AgriTrends will feature updates and outlooks on grain, livestock, and international trade. The feature segment for the edition will discuss the changes in the EC's Common Agricultural Policy (CAP). Ohio State University agricultural economists Dennis Henderson, Scott Irwin, and Norman Rask will be featured.

The program will be carried on the Ag*Sat Network. For more information contact Ken Kulka at 614-292-2011 or 800-433-3946 on the evening of the program.



USDA'S FOREIGN AGRICULTURAL SERVICE INSTALLING FOREIGN LANS

USDA's Foreign Agricultural Service (FAS) is in the process of installing local area networks (LANs) at 80 locations around the world, to serve the worldwide market for agricultural produce more efficiently.

The project which began in April 1990 and will hopefully be finished within the next year, makes it possible for FAS employees to staff their own system.

Previously, USDA had to depend on State Department telecommunications facilities to send and receive information. Depending on State Department staff coordination wasted time and prevented FAS from reporting from areas not served by a U.S. embassy or consulate. And, there were inconsistencies in software types used by different nations. The old system simply did not service all of USDA's foreign customers.

FAS uses the LANs for statistics in order to find buyers and sellers of crops and other farm products. The statistics also are used for compiling the FAS monthly international agricultural reports, used in foreign trade negotiations and for helping to drive commodities markets. There are presently 25 Lans operating at U.S. embassies around the world.

Most of the LANs have only five or six clients. Tokyo is the largest with 14 clients. The LANs are all run on a Banyan Systems Inc. VINES network operating system driven by a Wang laboratories Inc. 386 server. Microsoft Corporation's Windows is used by clients.

FAS staff wrote a specific network management program called, LanMan, with features such as one-step, automated disaster recovery.

For more information contact Gary Tarr, branch chief for FAS' Information Systems Management Division, at 202-720-1038.



USDA'S ES ESTABLISHING ASSISTANCE PROGRAMS ON INDIAN RESERVATIONS

With a \$1.5 million program, USDA's Extension Service plans to establish education and assistance projects on 29 Indian Reservations and tribal lands in 21 states.

The partnership with the Indian community, State Extension Services, and USDA will provide education and technical assistance through programs in agriculture, horticulture, 4-H and youth leadership, nutrition, and health.

Included in the program are: Alaska (Doyon/Tanana Chiefs region); Arizona (San Carlos Apache and Hopi Reservations); California (Hoopa Valley Reservation); Florida (Seminole Reservation); Idaho (Ft. Hall Reservation); Minnesota (Red Lake Reservation); Mississippi (Choctaw Band tribal lands); Montana (Blackfeet, Flathead, and Fort Belknap Reservations); Nebraska (Omaha and Winnebago Reservations);

Nevada (Washoe, Shoshone, and Paiute tribal lands); New Mexico (Jicarila Apache Reservation); New York (Cattaraugus Reservation); North Carolina (Cherokee Reservation); North Dakota (Ft. Berthold Reservation); Oklahoma (Muscogee Creek and Choctaw tribal lands); Oregon (Warm Springs Reservation); South Dakota (Rosebud and Pine Ridge Reservations); Texas (Alabama-Coushatta Reservation); Utah, New Mexico, and Arizona (Tri-State Navajo Reservation); Washington (Chehalis Reservation); and Wyoming (Wind River Reservation).

For more information contact: Hollis Hall, National Program Leader, Extension Indian Reservation Projects, Extension Service, USDA, 202-720-6506.



NORTH CAROLINA A&T STATE AG COMMUNICATIONS HAS FOUR NEW VIDEOS

Agricultural Communications at North Carolina A&T State University has four new video productions ready for distribution: (1) "Ways to Grow" -- a promotional video describing A&T Extension's multi-faceted effort to help small-scale farmers improve profits with specialty crops and innovative farm-based businesses; (2) "Know Your Market" -- introduces farmers to alternative markets for their alternative crops; (3) "Careers in Agriculture: Strike it Green!" -- a student recruitment video for A&T School of Agriculture; and (4) "Becoming A Mother" -- a video overview of successful efforts to establish support groups among pregnant adolescents and young mothers.

To obtain copies of the videos and for further information, contact: Sheila Whitley, Agricultural Communications, North Carolina A&T State University, P.O. Box 21928, Greensboro, NC 27420-1928. Telephone 919-334-7050. FAX 919-334-7674.



COMMUNICATIONS DIRECTORS NAMED AT COOPERATIVES AND COUNCIL

Lisa Keller has been named director of communications at the National Council of Farmer Cooperatives and Sid Courson is the new top information officer for Farmland Industries, Inc.

Keller succeeds Mary Kay Bidlack who retired from the Washington, DC-based NCFC. Keller held a similar position with the National Milk Producers' Federation. Before joining the NMPF in 1988 she had served as member and public relations coordinator for COBA/Select Sires, Inc., Columbus, OH.

Courson succeeds Bill Matterson who retired from the Kansas City, MO-based cooperative. Courson was with Sprint Telecommunications and has worked for the AP, NBC, and the Richmond (VA) Daily News.



COSDA TO PLAN SUPPORT FOR 1993 NASDA FOOD EXPORT SHOW

Communications Officers of State Departments of Agriculture (COSDA) attending the quadrennial U.S. Agricultural Communicators Congress in Washington, DC, are invited to a July 1 meeting to plan information support for the 1993 food export show sponsored by the National Association of State Departments of Agriculture (NASDA).

COSDA members traditionally play an active role in media relations and actual operation of the press room during the NASDA show. Since several COSDA members plan to attend the Ag Communicators Congress, COSDA president Lisa Ray (director of press and consumer services for the Georgia Department of Agriculture) thought it would be a good time to start some planning for the 1993 show.

The meeting will be held at the NASDA headquarters in Washington, with representatives from the Food marketing Institute which cooperates with NASDA in sponsoring the food export show annually in Chicago, IL.

Any COSDA members or USDA agency information officers interested in attending the meeting may call Ray at 1-800-282-5852.



OHIO STATE UNIVERSITY COOPERATIVE EXTENSION VIDEOCONFERENCES

Over the past 6 years, more than 60 programs have been produced by the Ohio State University Cooperative Extension Service and distributed by satellite. Mitchel F. (Mitch) Jacobs, manager of the video production unit, has provided a list of the remaining satellite programs on the 1992 schedule. (All times listed are ET.)

"AgriTrends" #121 and #122, airing on July 16 (see earlier article in this issue), will air again on October 15 at 8:00-8:30 p.m.

"How To Work With Teenagers" airing September 29, at 7:00-8:30 p.m., deals with the challenge of interacting with teens. The videoconference will explore working with teens at camp, in the classroom, during 4-H activities, and at church functions.

"Community Leadership Development," October 20 (time to be announced), is designed to implement leadership programs and activities for state and local leaders.

"Building Coalitions II," November 30, 3:00-4:00 p.m., is an informational program designed to educate coalition members on dealing with conflicts and acquiring resources.

"Beef Quality Assurance Program," December 9, 7:00-9:00 p.m., is designed to educate the producer on quality assurance for the beef industry.

For more information, contact: Mitch Jacobs at 614-292-2011.

**NEWEST SMALL-SCALE AG ALTERNATIVE FACTSHEET IS PUBLISHED**

"A Small-Scale Agriculture Alternative -- Specialty Corns," the newest in a series of factsheets, has been published by USDA's Office for Small-Scale Agriculture (OSSA), Cooperative State Research Service (CSRS).

Prepared by George Dickerson, Extension Horticulture Specialist of New Mexico Cooperative Extension Service and George B. Holcomb of the USDA's Office of Public Affairs, the new factsheet begins by giving us a brief history of corn, starting five hundred years ago, when Columbus was one of the first Europeans to set eyes on maize.

The factsheet also describes the different types of corn -- the six most common types being flint, flour, dent, pop, waxy, and sweet. In the lengthy section on sweet corn, among other things, we learn about growers for the roadside trade, who usually sell high-sugar corn of the Southeast variety because it's easier to grow.

Other sections in "Specialty Corns" include: "Popcorn," "Hy-Lysine Corn," "High-Oil Corn," "Waxy Endosperm Corns," "Blue Corn," and "Corn Cob Corns" (a hybrid variety grown for making corn cob pipes).

Other in the series are "Herbs," "Foliage Plants," "Mushrooms," "Sheep," "Wildflowers," "Specialty Vegetables," "Exotic Livestock," "Dessert Vines," "Exotic Fruits," "Goats," "Woodlots," "Specialty Flowers," "Beekeeping," "Aquaculture," "Strawberries," "Brambles," and "Specialty Potatoes."

Single copies are available at no charge from Howard W. "Bud" Kerr, Jr., Programs Director, OSSA, CSRS, Room 328-A, Aerospace Bldg., Washington, DC 20250-2200. Telephone is 202-401-1805.

For more information, contact George Holcomb at 202-720-5746.

**USDA'S VAN NESS TUTOR PROGRAM INCLUDES CAREER SHADOWING**

USDA has an "adopted" school -- Van Ness Elementary School in southeast Washington, D.C. Among other things, USDA sponsors a collection each year of grocery receipts used to purchase computers and printers for the school.

A large part of the adopted school program is volunteer tutoring. USDA established its tutor program in 1983 as part of the Partnership in Education Initiative. The program called for each Executive Department and Agency to identify a school and establish an educational partnership. USDA selected Van Ness and its partnership has grown to over 100 volunteers.

On May 13, USDA was involved in a very successful "career shadowing" day with Van Ness students. The "career shadowing" program consists of USDA volunteers taking 1 or 2 students and providing them with a variety of career possibilities to help them in their future endeavors.

Anyone interested in becoming involved or wanting more information, can contact John Campbell, USDA, FSIS, at 202-720-5604.



DIRECTOR OF ACS INFORMATION SERVICES STAFF RETIRING JULY 3

Franz (Gene) Ingalsbe, director of the Information Services Staff in USDA's Agricultural Cooperative Service, is retiring on July 3 after 33 years of federal service.

Ingalsbe, a recognized national authority on agricultural cooperatives' beneficial contributions to farmers and their role of providing the economic base for rural community development, has received many honors for his career contribution in communications, cooperative education and personal productivity. Honors have ranged from the highest national awards from his communications peers outside of government to agency awards for program and administrative management.

He has provided leadership for the past 10 years in apply computer technology to agency research, technical assistance, and communications activities.

Ingalsbe is the coauthor of many agency publications. In 1985, he was part of a three-man team that visited five countries of Europe and Scandinavia to study cooperative education and research activities. The trip resulted in his coauthoring a report and writing a series of five articles in the agency's magazine.

Ingalsbe plans to retire to a home he is building in North Carolina.



UPCOMING COMMUNICATION EVENTS AND TRAINING OPPORTUNITIES

July 16:

POWERFUL COMMUNICATION SKILLS FOR WOMEN ONE-DAY WORKSHOP
 Holiday Inn South, Fredericksburg, Virginia
 Contact: Nat'l Businesswomen's Leadership Association, 1-800-258-7246

July 17:

POWERFUL COMMUNICATION SKILLS FOR WOMEN ONE-DAY WORKSHOP
 Tyson's Westpark Hotel, McLean, Virginia
 Contact: Nat'l Businesswomen's Leadership Association, 1-800-258-7246

July 27:

POWERFUL COMMUNICATION SKILLS FOR WOMEN ONE-DAY WORKSHOP
 Holiday Inn Charleston House, Charleston, West Virginia
 Contact: Nat'l Businesswomen's Leadership Association, 1-800-258-7246

July 28:

POWERFUL COMMUNICATION SKILLS FOR WOMEN ONE-DAY WORKSHOP
 Holiday Inn West, Columbus, Ohio
 Contact: Nat'l Businesswomen's Leadership Association, 1-800-258-7246

July 29:

POWERFUL COMMUNICATION SKILLS FOR WOMEN ONE-DAY WORKSHOP
 Daytonian Hilton Hotel, Dayton, Ohio
 Contact: Nat'l Businesswomen's Leadership Association, 1-800-258-7246

July 30:

POWERFUL COMMUNICATION SKILLS FOR WOMEN ONE-DAY WORKSHOP
 Marriott Hotel, Cincinnati, Ohio
 Contact: Nat'l Businesswomen's Leadership Association, 1-800-258-7246

July 31:

POWERFUL COMMUNICATION SKILLS FOR WOMEN ONE-DAY WORKSHOP
 Radisson Airport Hotel, Evansville, Indiana
 Contact: Nat'l Businesswomen's Leadership Association, 1-800-258-7246

August 2-6:

CASE SUMMER INSTITUTE IN COMMUNICATIONS
 University of Notre Dame, Notre Dame, Indiana
 Contact: 202-328-5967 or 202-328-5974

September 29 - October 2:

CD-ROM EXPO SHOW
 World Trade Center, Boston, Massachusetts
 Contact: 800-945-3313 or 617-361-0817

January 14-16, 1993:

NAGC 1992 NATIONAL COMMUNICATIONS SCHOOL
 Old Colony Inn, Alexandria, Virginia
 Contact: Debbie Trocchi, 703-519-3902

